

Message Text

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PAGE 01 STATE 042259

15

ORIGIN USIA-15

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P 020240Z MAR 74

FM SECSTATE WASHDC

TO AMEMBASSY SOFIA PRIORITY

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E.O. 11652: N/A

1. FARM & INDUSTRIAL EQUIPMENT INSTITUTE OF CHICAGO, WELL-KNOWN ASSOCIATION OF MANUFACTURERS, HAS PUBLISHED 72-PAGE BOOKLET TITLE "MEN MACHINES AND LAND" FOR PRESTIGE PR DISTRIBUTION AND WE HAVE OBTAINED DONATION 500 COPIES FOR POSSIBLE DISTRIBUTION SEMINAR PARTICIPANTS PLUS 10 HARDBOUND COPIES FOR PRESENTATION BULGARIAN OFFICIALS OPENING CEREMONIES.

2. BOOKLET INCLUDES 16-PAGE FOUR-COLOR PHOTOGRAPHIC INSERT PICTURING EVERY MAJOR CLASS AGRICULTURAL LABORSAVING EQUIPMENT WITH INDIVIDUAL BRIEF INFORMATIONAL CAPTIONS, 81 PHOTOS AND CAPTIONS IN ALL.

3. FIEI HAS DONATED DUPLICATE SET COLOR SEPARATION NEGATIVES PHOTOGRAPHIC INSERT SECTION. AGENCY SEES THIS AS OPPORTUNITY TO PRINT AND DISTRIBUTE COLORFUL PICTORIAL GUIDE AMERICAN FARM MACHINERY OF HIGHLY EDUCATIONAL KIND. THOUGH ORIGINAL BOOKLET FORMAT 8 X 9 INCHES DOES NOT ALLOW BEIRUT ECONOMICAL MAKEUP POSSIBILITY EXISTS REDESIGN OF ALL OR SOME PHOTOS INTO 1-PIECE WALL CHART FOLDED DOWN TO PROVIDE MORE CONVENIENTLY

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HANDLED GIVE-AWAY. COST ESTIMATE IPS 200,000 WALL CHARTS

\$11,500 PLUS SHIPPING ESTIMATE \$3,000. NATURALLY WALL CHART
SHOULD HAVE BULGARIAN CAPTIONS SO ADD ESTIMATE \$1,500 FOR
TRANSLATION TYPESETTING. GRAND TOTAL \$16,000.

4. ORIGINAL BUDGET US EXHIBIT DID NOT INCLUDE FUNDS FOR ANY
GIVAWAY LITERATURE. BUT FUNDS MIGHT BE FOUND FOR THIS GIVEAWAY
IF EMBASSY FEELS IT WOULD BE SUFFICIENTLY DESIRABLE TO MERIT
COST AND EFFORT OF EXTREMELY TIGHT SCHEDULE AND IS ASSURED
BULGARIAN OFFICIALS WILL ALLOW DISTRIBUTION. DESIGN TRANSLATION,
TYPESETTING AND PREPARATION OF CAMERS-READY ARTWORK MUST ALL
BE COMPLETED WITHIN WEEKS. EARLIEST RESPONSE CRITICAL.

N.S. REQUEST EMBASSY FORWARD SIX COPIES ENGLISH LANGUAGE
FAIR REGULATIONS EARLIEST.

END
CASEY

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